LEO BURNETT U.S.A.

Ad No. 1550-(TASTE IS KEY)-Req. No. 79514-Spread-(9 1/2 x 6 7/8 inches)-4 colors-TV Guide, 1983

Printed in U.S.A.

# Taste Is Key.

You taste it on your first draw. And with every puff you take. Extra taste.

That's what you get with MERIT.

The cigarette that delivers the taste of leading brands having up to twice the tar. MERIT—if you smoke for flavor, you'll know.

**Nothing halfway about it.**

**MERIT**

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7 mg "tar" 0.5 mg nicotine av. per cigarette, FTC Report Dec.'81

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Source: https://www.industrydocuments.ucsf.edu/docs/ynkn0226

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